

# Graphic Designer Consolidated Series

## California State Personnel Board Specification

Series established January 19, 2000

### Definition of Series

A consolidated series specification that describes three levels of graphic designers that are responsible for the consultation, research, concept development, and execution in the production of a visual communication product.

### Definition of Levels\*

#### Graphic Designer I

This is the entry/first working level in the Graphic Designer series. Under direction, the Graphic Designer I is responsible for the development and production of complex graphic design work or assists the Graphic Designer II or III in the development and completion of design production. The Graphic Designer I uses traditional and/or computer-assisted applications for layout, illustration, and image editing.

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\* Additional information regarding functions performed, complexity factors, and scope of responsibility is contained in a separate document titled "Allocation Guidelines."

#### Graphic Designer II

This is the full journey level in the Graphic Designer series. Under direction, the Graphic Designer II is responsible for the concept, development, and production of the more complex graphic design work. With the aid of computer-assisted applications the graphic designer uses design and production elements to convey the desired impact and message to a specifically targeted audience.

#### Graphic Designer III

This is the advanced journey level in the Graphic Designer series. Incumbents create and produce materials and/or publications at the highest level for print, on-line publishing, multimedia, and other mediums. Incumbents in this class serve as high-level specialists responsible for the development and production of the most complex graphic design work.

### Minimum Qualifications

#### Graphic Designer I

Experience: One year of experience in page layout, drawing, photo editing, type formatting, and electronic file preparation using both traditional and/or computer-assisted software. and

Education: Successful completion of a total of 12 semester college units with a minimum of two units in each of the following areas: graphic design theory, graphic computer software applications, and printing technology.

#### Graphic Designer II

##### Either I

Experience: One year of experience in the California state service as a Graphic Designer I.

##### Or II

Experience: Two years of experience in concept development, consulting, page layout, drawing, photo editing, color correction, file preparation, on-line publishing, multimedia, and other mediums. and

Education: Successful completion of a total of 24 semester college units with a minimum of five units in each of the following areas: graphic design theory, graphic computer software applications, and printing technology.

## **Graphic Designer III**

### **Either I**

Experience: One year of experience in the California state service as a Graphic Designer II.

### **Or II**

Experience: Three years of experience in concept development, consulting, page layout, drawing, photo editing, color correction, file preparation, on-line publishing, multimedia, and other mediums. and

Education: Successful completion of a total of 30 semester college units with a minimum of six units in the following areas: graphic design theory, graphic computer software, and printing technology. (One year of additional experience can be substituted for one year of college.)

## **Knowledge and Abilities**

### **Graphic Designer I**

Knowledge of: Principles of graphic design; techniques of interpreting statistical data; methods and techniques of freehand drawing and color illustration; elements of design such as: line, shape, texture, space, size, value, and color; principles of design such as: balance/symmetry, rhythm/repetition, emphasis, unity, movement, and proportion/scale; page layout, color theory, and typography; principles of graphic tools and equipment; graphic design software application; procedures for creating traditional and/or electronic files for output for single and multicolor publication.

Ability to: Communicate effectively; use the elements of design to create page layout; perform image editing; apply color theory and typography; apply creativity in the preparation of art work; learn and apply new software; produce freehand drawing and color illustration; maintain project files.

### **Graphic Designer II**

Knowledge of: All of the above, and the stages of design (research, thumbnail, rough, comprehensives, and camera-ready art) to an electronic file; techniques and drawings; graphic resources and software applications; digital imaging; principles and techniques of three-dimensional exhibit preparation.

Ability to: All of the above, and design and prepare exhibit materials; digitally retouch images; review narrative material and create appropriate illustrations; analyze situations accurately and take effective action; research resources.

### **Graphic Designer III**

Knowledge of: All of the above, and project leadership; time management; state-of-the-art graphic design techniques, theories, and processes; departmental programs and objectives; alternate strategies available to establish and improve comprehensive graphic design programs; team-building techniques and principles; principles of effective proposal writing.

Ability to: All of the above, and establish and maintain effective working relationships; negotiate; present ideas to a large or diverse audience; troubleshoot within the graphics application software; prepare project reports; use time effectively; assimilate ideas and concerns from a variety of customers and translate them into an effective and cost-efficient graphic design project or program.

## **Special Personal Characteristics**

## All Levels:

Visual acuity and color vision sufficient to successfully perform the job; and creative ability.

## Additional Desirable Qualifications

## All Levels:

A certification or degree from an accredited or recognized professional institute or body in the program areas of art, design, visual communications, and computer graphics; and neatness.

## Class History

Schem Code	Class Code	Class
GC75	2884	Graphic Designer I
GC70	2885	Graphic Designer II
GC65	2886	Graphic Designer III
Graphic Designer Series Specification - Class Titles and Codes		

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